

BLOOM

I N F I N I T E

limitless growth



Nurturing Brand Growth



— BLOOM INFINITE AGENCY JOURNEY —

A LITTLE BIT OF HISTORY

BLOOM INFINITE is AN INTEGRATED DIGITAL AGENCY with branded activation properties for content development build off 15 years award winning legacy of Bloom Marketing Agency.

The agency seeks to ride the infinite power of Connectivity to solve world problems and social ills.

WWW.BLOOMINFINITE.CO.ZA

TEAM



NOX
MD & HEAD STRATEGIST



SIMI
ACCOUNT DIRECTOR



BUSI
ACCOUNT EXECUTIVE



FELIX
CREATIVE DIRECTOR



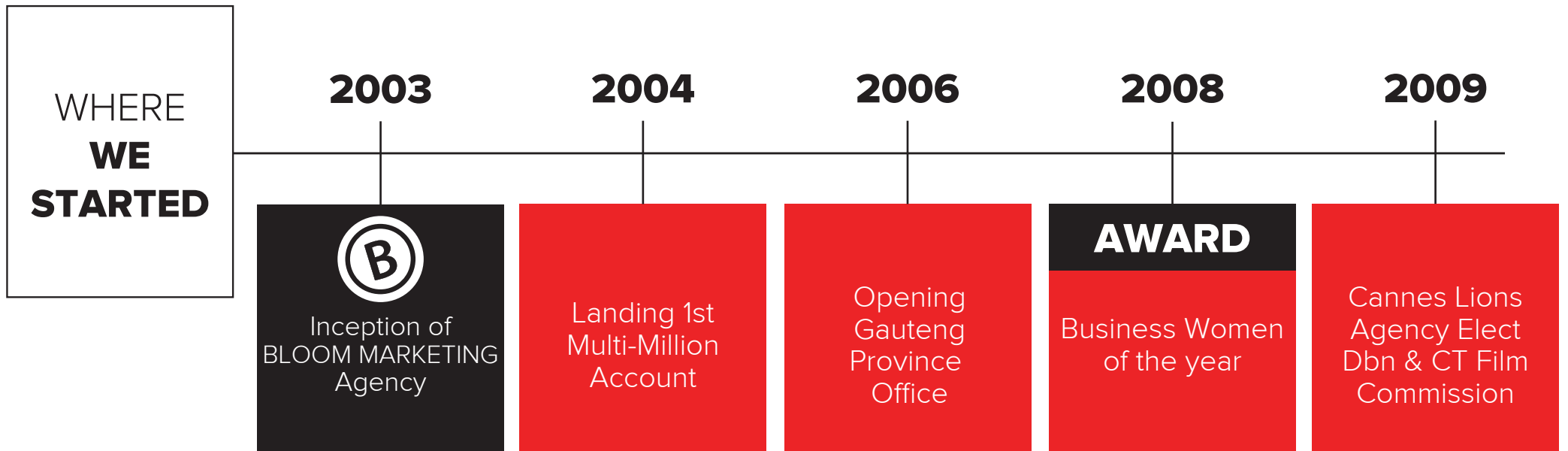
SAM
PR & CONTENT DEVELOPER



SANDY
DIGITAL & CONTENT DEVELOPER

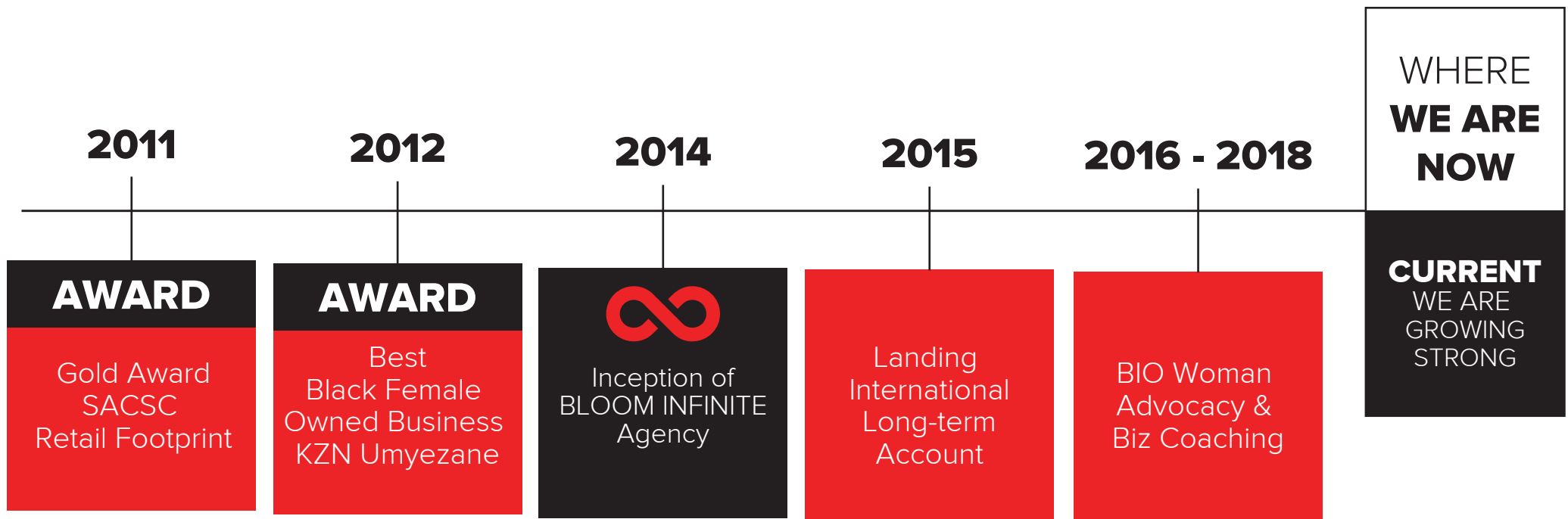
OUR AGENCY THROUGH THE TIME

We are passionate in bringing brands to life through activations in and out-of-store, on and off premises campaigns and events, designed to be disruptive and make any brand bloom.



OUR AGENCY THROUGH THE TIME

We constantly thrive to exceed benchmarks within the industry, which is made possible through continuous marketing trend analysis on a local and global communications platform.



— BLOOM INFINITE AGENCY SHOWCASE —

EVOLUTION



BLOOM
M A R K E T I N G



BLOOM
I N F I N I T E

Activation Core >> Digital Core

Communication >> Connectivity

Nurturing Growth >> Limitless Growth

— BLOOM INFINITE AGENCY SHOWCASE —

SERVICES

Integrated Digital Agency

STRATEGY DEVELOPMENT | **EXPERIENTIAL & DIGITAL** MARKETING

CONTENT DEVELOPMENT | **ACTIVATIONS** & PROMOTIONS | **PUBLIC** RELATIONS

RETAIL MARKETING | **ADVERTISING** & MEDIA | **DIGITAL DESIGN** & PRINT

— BLOOM INFINITE AGENCY SHOWCASE —

CLIENTS



STS ASSOCIATION
Standard Transfer Specification



VERIGREEN



**South African
NATIONAL PARKS**



**VULINDLELA
HOLDINGS**



WILD GINGER

Indelible Marketing Ideas



sogood



our kingdom is your stage



— BLOOM INFINITE AGENCY SHOWCASE —

OUR PORTFOLIO

We offer a 360 degree solutions to drive brand growth, from strategy, concept development, to brand building and brand planning, fueled by consumer insights.

BLOOM INFINITE IN ACTION

KHANYA AFRICA

strategy | design | activation



We took Khanya Africa Networks brand vision into perspective, we designed an intuitive corporate identity and brand strategy.

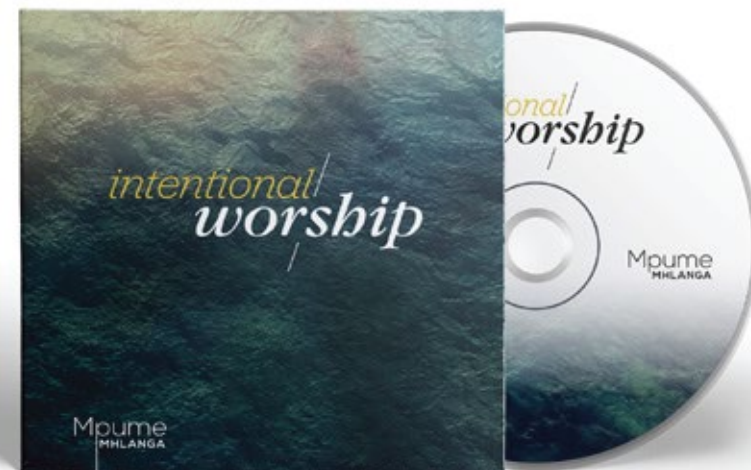


BLOOM INFINITE IN ACTION

INTENTIONAL WORSHIP

strategy | design | activation

We offered marketing, design and promotional solutions to drive the Intentional Worship Album, from strategy, concept development, to event launch and management.



BLOOM INFINITE IN ACTION

EVELATION

strategy | design

We offered marketing, design solutions to drive Elevation, from strategy, concept development, to print production.



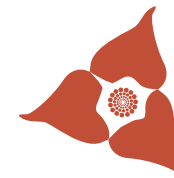


————— BLOOM INFINITE IN ACTION —————

WILD GINGER

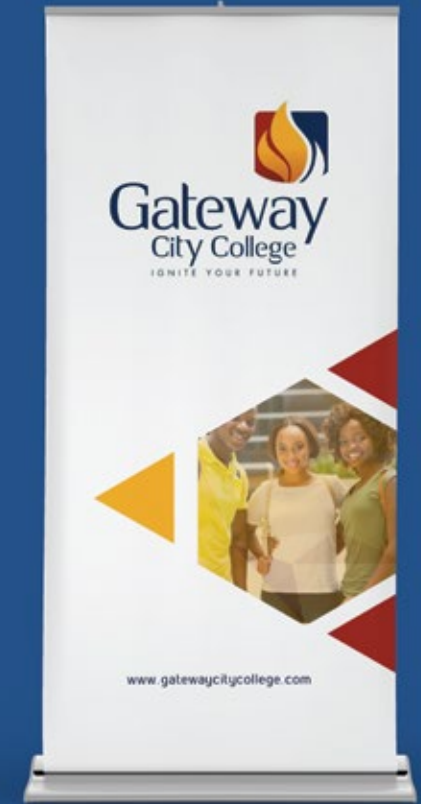
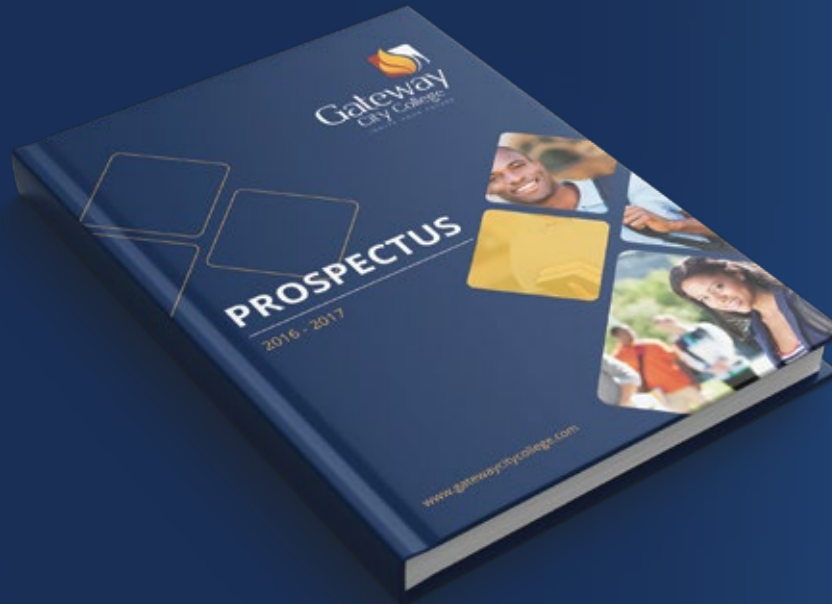
strategy | design

Taking client personalities into perspective we designed a unique, corporate identity and brand strategy



WILD GINGER

Indelible Marketing Ideas



————— BLOOM INFINITE IN ACTION —————

GATEWAY CITY COLLEGE

strategy | design | activation

We offered full turnkey CI design marketing strategy and activation for Gateway College.

We designed corporate identity, branding material and marketing strategy.

STS ASSOCIATION
Standard Transfer Specification

**THE ONLY GLOBALLY PROVEN
OPEN STANDARD FOR PREPAYMENT
SYSTEMS**

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www.sts.org.za

FUTURE ENERGY EAST AFRICA
EPIC CONFERENCE & EXPO

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29 - 30 NOVEMBER 2017
VISIT STS STAND No.: 303
Safari Park Hotel, Nairobi, Kenya



— BLOOM INFINITE IN ACTION —

STS ASSOCIATION

strategy | design | activation

We offered full turnkey marketing and advertising for STS Association.

We designed digital social media campaign for Facebook, Instagram and twitter to promote STSA exhibition stand at Future Energy Conferences.



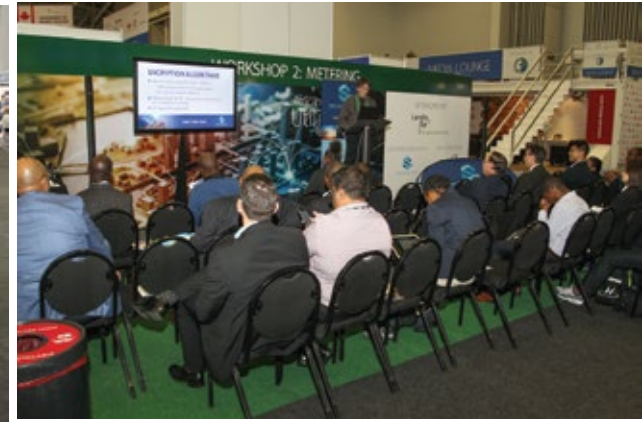
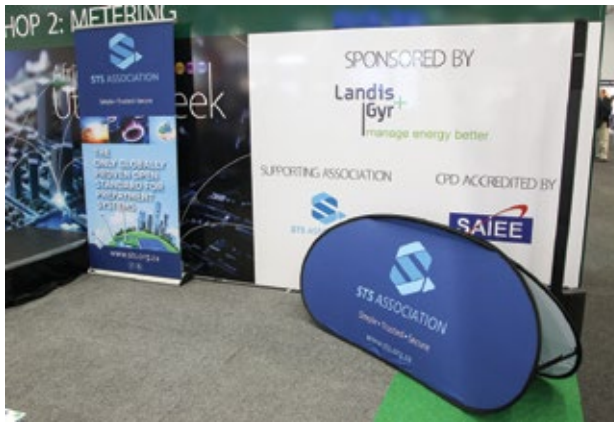
————— BLOOM INFINITE IN ACTION —————

VULINDLELA INVESTMENTS

strategy | design

Taking client personalities into perspective we designed a unique, corporate identity and brand strategy





— BLOOM INFINITE AGENCY JOURNEY —

STS ASSOCIATION

strategy | design | activation

We developed exhibition strategy, event management and planning, stand designing and promotional material. We m

We offered marketing and promotional solutions to drive brand growth.

KZN *Exceptional*

EXPERIENCES >>

Beach vacations, romantic getaways, luxury experiences, safari escapes, adventure seekers, heritage tours, artisan culture

————— BLOOM INFINITE IN ACTION —————

KZN TOURISM

strategy | design | activation

We offered marketing, design and promotional solutions to drive the KZN Tourism brand, from strategy, concept development, to event planning and management.

South Africa
KWAZULU-NATAL
Zulu Kingdom. Exceptional

www.zulu.org.za

EXPERIENCES >>

Beach vacations, romantic getaways, luxury experiences, safari escapes, adventure seekers, heritage tours, artisan culture

South Africa
KWAZULU-NATAL
Zulu Kingdom. Exceptional

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EXPERIENCES >>

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EXPERIENCES >>

Beach vacations, romantic getaways, luxury experiences, safari escapes, adventure seekers, heritage tours, artisan culture

———— BLOOM INFINITE IN ACTION ————

KRUGER NATIONAL PARK

design | printing

We conceptualised and designed a modern Kruger National Park corporate brochure layout and printing.



———— BLOOM INFINITE IN ACTION ————

TRADE & INVESTMENT KZN

design | printing

Designing and layout of Trade & Investment
KZN calendar to promote trade within
KwaZulu-Natal using areas of interest.



JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

SCHOOL HOLIDAYS

TERM ONE: 11 JANUARY - 31 MARCH TERM THREE: 24 JULY - 29 SEPTEMBER
 TERM TWO: 18 APRIL - 30 JUNE TERM FOUR: 9 OCTOBER - 6 DECEMBER

DECEMBER 2016

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

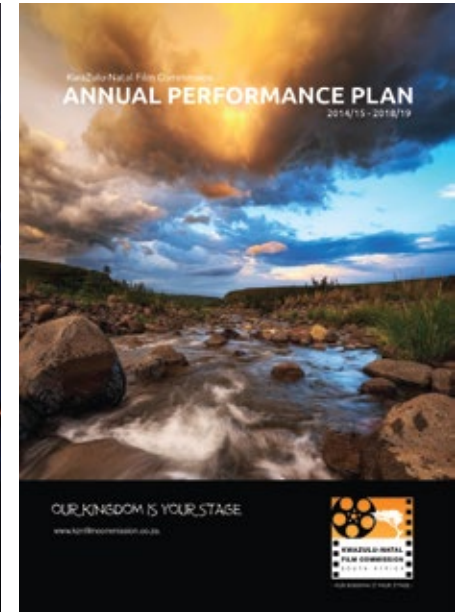
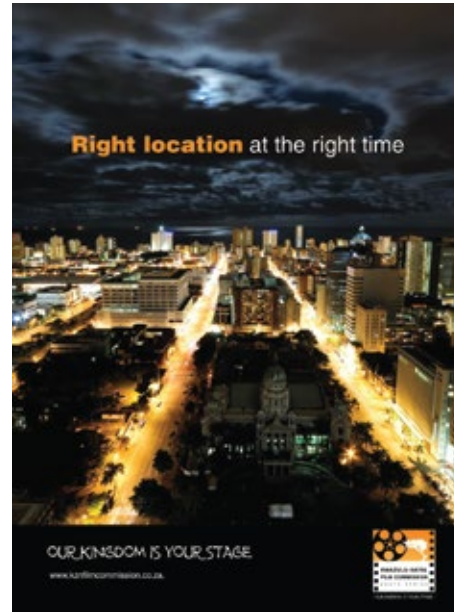


———— BLOOM INFINITE IN ACTION ————

STS ASSOCIATION

strategy | design

Designing and layout of STS TID Rollover digital and print advertising campaign to remind Utilities , meters and vending system manufactures of rollover timelines.



BLOOM INFINITE IN ACTION

KZN FILM

strategy | design | activation

We were briefed to design and layout an advert and annual reports for KZN Film Commission with design solutions that drives brand growth.



SAVE THE DATE

EXECUTIVE LEADERSHIP WORKSHOP

25 OCTOBER 2015

As a prelude to the conference, an Executive Leadership Workshop is scheduled to take place on Sunday, 25th October 2015 with the guiding theme:

OPEN DATA TO SHAPE THE INTEREXCHANGE OF INFORMATION ACROSS PUBLIC AND PRIVATE SECTOR.

How can open data shape the interchange of information across public and private sector to enable economic growth and effective government services considering the benefits and cost for an integrated Government civil society?



EXECUTIVE LEADERSHIP SESSION

Dear Esteemed Guest,

You are cordially invited to attend the Executive Leadership Session of GovTech 2015.

This exclusive and invite only event is hosted by the Minister of Telecommunications and Postal Services, Dr. Siyabonga Castele (MP) to encourage open and intensive discussions on the management and exchange of salient information across the major economic sectors for the benefit and development of the citizens.

Date: 25 October 2015
Venue: Durban ICC
Time: Lunch | 12:30 – 14:00
Executive Leadership Session | 14:00 – 17:00
RSVP: GovTech@exec@tlu.co.za



EXECUTIVE LEADERSHIP SESSION

CASE STUDIES



BLOOM INFINITE IN ACTION

GOVTECH

strategy | design | activation

We offered marketing, design and promotional solutions to drive the GovTech conference, from strategy, concept development, to event planning and management.

BLOOM INFINITE IN ACTION

ABSA

strategy | design | activation

We offer a 360 degree solutions to drive brand growth, from strategy, concept development, to brand building and brand planning, fueled by consumer insights.



Speaker: **Ipeleng Mkhari**

Date: 25 August 2016, Durban



#PrettyPowerful

Promoting Shared Growth, Prosperity and wellbeing in closing the gap in women's leadership.

This ABSA women's event is a closed event, it is by invite only.



WOMEN'S MONTH EVENT

Speaker: **Sue Moodley**

25 August 2016
Durban



#PrettyPowerful



Speaker: **Lynette Ntuli**

Date: 01 September 2016, Richards Bay



#PrettyPowerful

Promoting Shared Growth, Prosperity and wellbeing in closing the gap in women's leadership.

This ABSA women's event is a closed event, it is by invite only.



Speaker: **Nox Luthuli**

Date: 30 August 2016, Newcastle



#PrettyPowerful

Promoting Shared Growth, Prosperity and wellbeing in closing the gap in women's leadership.

This ABSA women's event is a closed event, it is by invite only.

— BLOOM INFINITE IN ACTION —

EAST 3 ROUTE

SOUTH AFRICA - MOZAMBIQUE - SWAZILAND

strategy | design | activation

We offered a 360 degree solutions to drive brand growth for East 3 Route, from strategy, concept development, design branding material to event and logistic management.





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Gauteng Office

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t.: +27 82 604 0856*

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